



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/724,319

11/26/2003

Ronald A. Katz

6046-101N9

1460

35554

7590

10/05/2010

REENA KUYPER, ESQ.

BYARD NILSSON, ESQ.

9229 SUNSET BOULEVARD

SUITE 630

LOS ANGELES, CA 90069

EXAMINER

WOO, STELLA L

ART UNIT

PAPER NUMBER

2614

MAIL DATE

DELIVERY MODE

10/05/2010

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

**Supplemental  
Notice of Allowability**

Application No.

10/724,319

Examiner

Stella L. Woo

Applicant(s)

KATZ, RONALD A.

Art Unit

2614

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☐ This communication is responsive to \_\_\_\_.
2. ☒ The allowed claim(s) is/are 41,44,45,50-55,57,85,86,97,98,108,109,114-185,191,192 and 194.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some\* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
- \* Certified copies not received: \_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
- (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
- 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_.
- (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).**
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_.
7. ☒ Examiner's Amendment/Comment
8. ☐ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_.

/Stella L. Woo/  
Primary Examiner, Art Unit 2614

### EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Reena Kuyper on September 30, 2010.

The application has been amended as follows:

1-40 (Canceled)

41. (Currently Amended) A process, utilizing one or more multiple coordinated central control stations linked for communication with buyers or vendors located at widely distributed locations, for controlling buyer and vendor communication via public data communication links, comprising the steps of:

notifying, via the one or more central control stations, one or more buyers, at personal computers with video capability utilized by the buyers, regarding an offer from a vendor,

interfacing one or more buyers, via control by the one or more multiple coordinated central control stations, to provide a presentation including video data and text data relating to the offer from the vendor to the buyers at the buyer personal computers, the video data including high resolution video including high resolution still images, the buyers having a capability associated with the personal computers to alter the video data;

receiving, via control by the one or more multiple coordinated central control stations, identification data from the buyers, wherein the identification

Art Unit: 2614

data is verified before the one or more buyers receive at least a portion of the presentation at the buyer personal computers; and

following a transaction between the buyers and the vendor relating to the offer, facilitating communication with the buyer regarding the transaction via electronic mail sent under control of the one or more multiple coordinated central control stations.

42. (Canceled)

43. (Canceled)

44. (Previously Presented) A process according to claim 41, wherein the video data includes dynamic video.

45. (Previously Presented) A process according to claim 41, further comprising the step of:

receiving, an indication from the buyer of the maximum amount that a buyer is willing to pay for the vendor's offer.

46. (Canceled)

47. (Canceled)

48. (Canceled)

49. (Canceled)

50. (Currently Amended) A process according to claim 41, wherein the ~~mouse~~ capability is associated with the personal computer used by the buyers to highlight areas of the video data.

51. (Currently Amended) A process according to claim 41, wherein the multiple coordinated central control stations have the capability to route ~~calls~~ the buyer and the vendor communication to each other.

52. (Previously Presented) A process according to claim 41, wherein the video data further comprises voice data.

53. (Previously Presented) A process according to claim 41, wherein the identification data includes a check digit.

54. (Currently Amended) A process according to claim 41, wherein the step of notifying further comprises the step of downloading data relating to the offer on ~~the~~ a buyer's personal computer.

55. (Previously Presented) A process according to claim 41, wherein the step of notifying is accomplished by email.

56. (Canceled)

57. (Previously Presented) A process according to claim 41, wherein the step of notifying is accomplished by facsimile.

58-84. (Withdrawn and Canceled)

85. (Currently Amended) A method, utilizing one or more multiple coordinated central control stations linked for communication with buyers or vendors located at widely distributed locations, for exchanging communications between buyers and vendors via a public communication system, comprising the steps of:

Art Unit: 2614

interfacing buyers utilizing personal computers with video capability with at least one database, the database storing data for one or more vendors;

receiving at the database, request data from the buyers via the one or more central control stations, the request data entered by the buyers to indicate an area of interest concerning a merchandise or a service, the request data also including an indication of the maximum amount the buyers are willing to pay for the ~~select~~ merchandise or the service;

receiving identification data provided by the buyers from the personal computers, via the one or more multiple coordinated central control stations, at the database;

using at least part of the request data to selectively obtain data from the database responsive to the request data from the buyers;

providing, under control of the one or more multiple coordinated central control stations, certain data from data stored at the database, to the buyers at the personal computers, the certain data including high resolution still image data and graphic data including text data for viewing by the buyers before making a purchase, the certain data previously obtained from a source relating to the one or more vendors and stored at the database; and

also storing via the one or more multiple coordinated central control stations, data for each buyer relating to transactions initiated by interfaced buyers.

86. (Previously Presented) A method according to claim 85, wherein the identification data contains a check digit.

87-96. (Canceled)

97. (Currently Amended) A process according to claim 41, further comprising the step of:

Art Unit: 2614

providing video data from one or more memory sites associated with the vendors during the course of an interface between buyers and the multiple coordinated central control stations based on the area of interest data.

98. (Currently Amended) A process according to claim 41, further comprising the step of:

providing ~~a control device~~ the capability associated with the personal computers configured to enable buyers to alter the video data and an associated capability to capture one or more of the video images and transmit captured video images to another remote terminal.

99-107. (Withdrawn and Canceled)

108. (Currently Amended) A method according to claim 85, further comprising the step of:

providing video data from one or more memory sites associated with the source relating to the one or more vendors during the course of an interface between buyers and ~~the~~ the central control stations based on the area of interest data.

109. (Previously Presented) A method according to claim 85, further comprising the step of:

providing a control device associated with the personal computers configured to enable buyers to alter the video data and an associated capability to capture at least one of the video images and transmit a captured video image to another remote terminal.

110-113. (Withdrawn and Canceled)

114. (Currently Amended) A method for directing and exchanging communications under control of one or more multiple coordinated control systems to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing buyers at a plurality of remote locations using ~~personal computers~~ remote terminals with video capability, ~~with one or more vendors~~, under control of the one or more of multiple coordinated control systems located at one or more plural sites to facilitate interactive data sharing with one or more widely distributed vendors, through a communication network, comprising the steps of:

interfacing at least certain buyers with at least one of the multiple coordinated control systems to communicate with the one or more widely distributed vendors;

receiving request data from the certain buyers, at the at least one or more multiple coordinated control systems, the request data entered by the buyers to indicate an area of interest indicative of a particular merchandise or service;

receiving identification data for the originating ~~remote video terminals~~ remote terminal with video capability for at least one of the buyers via the one or more multiple coordinated control systems when the buyer is in communication with the one or more multiple coordinated control systems;

storing at least a part of the request data from the buyers at the one or more multiple coordinated control systems and using at least a part of the request data to selectively obtain proposed data from the one or more ~~of the widely distributed~~ vendors responsive to the request data provided by the buyers;

providing access by the buyers under control of the one or more ~~central~~ multiple coordinated control systems to a video memory device for conveying one or more video images including at least high resolution still images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to the one or more vendors for subsequent viewing by interested buyers;

also storing at the one or more ~~central~~ multiple coordinated control systems or a site associated with the one or more ~~central~~ multiple coordinated control systems, for each buyer relating to transactions initiated by buyers while the buyers are interfaced with the one or more ~~central~~ multiple coordinated control systems;

electronically transmitting data relating to the transaction initiated including a number identifying the transaction, after the buyer has terminated an interface with the one or more multiple coordinated control systems; and

downloading additional data relating to the area of interest to ~~the~~ a personal computer of the buyer by subsequent electronic communication, after the interface between the buyer and the one or more multiple coordinated control systems is terminated.

115. (Previously Presented) A method according to claim 114, wherein access to the video data is provided according to a priority status.

116. (Previously Presented) A method according to claim 114, wherein access is provided in accordance with a rotational order.

117. (Previously Presented) A method according to claim 114, wherein access is provided in accordance with a random order.

118. (Currently Amended) A method according to claim 114, wherein the identification data includes data provided by at least one of the buyers.

119. (Currently Amended) A method according to claim 114, wherein the identification data includes automatic identification data provided for the remote terminal with video capability by the communication network.

120. (Previously Presented) A method according to claim 114, wherein automatic identification data includes ANI.

121. (Currently Amended) A method according to claim 114, further comprising the step of:

providing video data from one or more memory sites associated with a vendor during the course of an interface between buyers and the one or more multiple coordinated control systems based on the area of interest data.

122. (Currently Amended) A method according to claim 114, further comprising the step of:

providing a control device associated with the remote terminals including personal computers, the control device configured to enable buyers to alter the video data and an associated capability to capture at least one of the video images and to transmit a captured video image to another remote terminal.

123. (Currently Amended) A method for directing and exchanging on-line communications under control of one or more multiple coordinated central control systems to accomplish transactions that relate to a merchandise or a service available for purchase, the method involving selectively interfacing under control of the one or more multiple coordinated computers, buyers at a plurality of remote locations using remote video terminals including personal computers with video capability, the multiple coordinated ~~central~~ central control systems in communication with one or more vendors with a capability to electronically communicate through a public communication system, comprising the steps of:

interfacing the buyers with the one or more multiple coordinated central control stations in communication with one or more vendors, through the public

Art Unit: 2614

communication system wherein at least certain buyers electronically communicate with the one or more multiple coordinated central control stations;

receiving request data from the buyers, via the one or more multiple coordinated central control stations in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by the buyers from the remote video terminals via the one or more multiple coordinated central control stations when the buyers are in communication with the one or more vendors;

storing at least a part of the request data from the buyers via the one or more multiple coordinated central control stations and using at least a part of it to selectively obtain proposed data from the one or more vendors responsive to the buyers' request data;

providing access by the buyers under control of the one or more central control stations to a video memory for conveying one or more high resolution video images and text data related to the video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to the vendors for subsequent viewing by interested buyers;

also storing via the one or more multiple coordinated central control stations, data relating to transactions initiated by the interfaced buyers;

electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyers and the one or more multiple coordinated central control stations is terminated including a number identifying the transaction; and

facilitating access by the buyers to various different vendors under control of the one or more multiple coordinated central control stations while interfaced.

124. (Previously Presented) A method according to claim 123, wherein each vendor has its own video storage device for storing video data.

125. (Previously Presented) A method according to claim 123, wherein certain vendors are accorded a priority status under control of the one or more central control stations.

126. (Previously Presented) A method according to claim 123, wherein buyers are provided access to the video data according to a priority status.

127. (Previously Presented) A method according to claim 123, wherein access is provided in accordance with a rotational order.

128. (Previously Presented) A method according to claim 123, wherein access is provided in accordance with a random order.

129. (Currently Amended) A method according to claim 123, further comprising the step of:

providing video data from one or more memory sites associated with the one or more vendors during the course of an interface between buyers and the multiple coordinated central control systems based on the area of interest data.

130. (Currently Amended) A method according to claim 123, further comprising the step of:

providing a control device associated with the remote video terminals, including personal computers, the control device configured to enable buyers to alter the video data and an associated capability to capture at least one of the video images and transmit a captured video image to another remote terminal.

131. (Currently Amended) A method according to claim 123, further comprising a step of:

Art Unit: 2614

storing via the one or more multiple coordinated control systems, a log of the buyers, the identification data of the buyers, and the area of interest provided by the buyers.

132. (Currently Amended) A method for directing and exchanging on-line communications under control of one or more multiple coordinated central control stations to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the one or more central control stations, buyers at a plurality of remote locations using remote video terminals including personal computers with video capability, the one or more multiple coordinated control stations in communication with one or more vendors with a capability to electronically communicate through a communication network, comprising the steps of:

registering the buyers and vendors with the one or more multiple coordinated central control stations prior to facilitating at least certain electronic communications;

interfacing the buyers with the one or more multiple coordinated central control stations in communication with one or more vendors, through the communication network wherein at least certain buyers electronically communicate with the one or more multiple coordinated central control stations;

receiving request data from the buyers, via the ~~central~~ one or more multiple coordinated central control stations in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided from the originating ~~personal computers with video capability~~ remote video terminals via the one or more multiple coordinated central control stations;

storing at least a part of the request data from the buyers via the one or more multiple coordinated central control stations and using at least a part of it to

Art Unit: 2614

selectively obtain proposed data from the one or more vendors responsive to the buyers' request data;

providing access by the buyers under control of the one or more multiple coordinated central control stations to a video memory for conveying one or more video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to the one or more vendors for subsequent viewing by interested buyers;

also storing via the one or more multiple coordinated central control stations, data relating to transactions initiated by interfaced buyers; and

electronically transmitting by electronic mail, data relating to the transaction including a number identifying the transaction, after an interface between the interfaced buyer and the one or more multiple coordinated central control stations is terminated.

133. (Previously Presented) A method according to claim 132, wherein buyer access is provided to the one or more video data according to a priority status.

134. (Previously Presented) A method according to claim 132, wherein buyer access is provided in accordance with a rotational order.

135. (Previously Presented) A method according to claim 132, wherein buyer access is provided in accordance with a random order.

136. (Previously Presented) A method according to claim 132, wherein the identification data includes data provided by the buyers.

137. (Previously Presented) A method according to claim 132, wherein the identification data includes automatic identification data provided by the communication network.

Art Unit: 2614

138. (Previously Presented) A process according to claim 132, further comprising the step of:

providing video data from one or more memory sites associated with the one or more vendors during the course of an interface between buyers and the one or more multiple coordinated central control stations based on the area of interest data.

139. (Currently Amended) A process according to claim 132, further comprising the step of:

providing a control device associated with the remote video terminals including personal computers configured to enable buyers to alter the video data and an associated capability to capture at least one of the video images and transmit a captured video image to another remote video terminal.

140. (Currently Amended) A method for directing and exchanging on-line communications under control of one or more multiple coordinated central control systems to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the one or more central control stations, buyers at a plurality of remote locations using remote video terminals including personal computers with video capability, the one or more multiple coordinated central control systems in communication with one or more vendors with a capability to electronically communicate through a communication network, comprising the steps of:

registering the buyers or vendors or both via the one or more multiple coordinated central control stations prior to facilitating electronic communications wherein the buyers or the vendors or both provide data to facilitate subsequent electronic communications;

designating an originating terminal identification number for use in subsequent electronic communications;

Art Unit: 2614

interfacing the buyers with the one or more multiple coordinated central control stations to communicate with one or more vendors;

receiving request data from the buyers, via the one or more multiple coordinated central control stations in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the ~~personal computer~~ remote video terminals via the one or more multiple coordinated central control stations when the buyers are interfaced with the one or more ~~central~~ multiple coordinated central control systems;

storing at least a part of the request data from the buyers at the one or more multiple coordinated central control stations and using at least a part of it to selectively obtain proposed data from the one or more vendors responsive to the buyers' request data;

providing access by the buyers under control of the one or more multiple coordinated central control stations to a video memory for conveying one or more high resolution video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to the vendors for subsequent viewing by interested buyers;

also storing via the one or more multiple coordinated central control stations, data for each buyer relating to transactions initiated by interfaced buyers; and

electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyer and the one or more central control stations is terminated including a number identifying the transaction.

141. (Previously Presented) A method according to claim 140, wherein buyers are provided access to the video images according to a priority status.

Art Unit: 2614

142. (Previously Presented) A method according to claim 140, wherein buyer access is provided in accordance with a rotational order.

143. (Previously Presented) A method according to claim 140, wherein buyer access is provided in accordance with a random order.

144. (Previously Presented) A method according to claim 140, wherein the step of receiving request data further includes receiving an item number.

145. (Previously Presented) A method according to claim 140, further comprising the step of:

providing video data from one or more memory sites associated with the one or more vendors during the course of an interface between buyers and the one or more central control stations based on the area of interest data.

146. (Previously Presented) A process according to claim 140, further comprising the step of:

providing a control device associated with the personal computers configured to enable buyers to alter the video data and use an associated capability to capture at least one of the video images and transmit a captured video image to another remote terminal.

147. (Currently Amended) A method for directing and exchanging on-line communications under control of one or more multiple coordinated central control stations to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the one or more central control stations, buyers at a plurality of remote locations using personal computers with video capability, the one or more multiple coordinated central control stations in communication with one or more vendors with a capability to electronically communicate through a communication network, comprising the steps of:

Art Unit: 2614

interfacing the buyers with the one or more multiple coordinated central control stations in communication with one or more vendors, through the communication network wherein at least certain buyers electronically communicate with the one or more multiple coordinated central control stations;

receiving request data from the buyers, at the one or more multiple coordinated central control stations in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the personal computers via the one or more multiple coordinated central control stations when the buyers are in communication with the one or more vendors;

storing at least a part of the request data from the buyers at the one or more multiple coordinated central control stations and using at least a part of it to selectively obtain proposed data from the vendor responsive to the buyers' request data;

checking the identification data provided by the buyers before providing at least some access by the buyers under control of the one or more multiple coordinated central control stations to a video memory for conveying one or more high resolution video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers;

also storing via the one or more multiple coordinated central control stations, data relating to transactions initiated by interfaced buyers; and

electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyer and the one or more multiple coordinated central control stations is terminated including a number identifying the transaction.

148. (Currently Amended) A method according to claim 147, further comprising the step of:

Art Unit: 2614

providing video data from one or more memory sites associated with the one or more vendors during the course of an interface between buyers and the one or more multiple coordinated central control stations based on the area of interest data.

149. (Currently Amended) A method according to claim 147, further comprising the step of:

providing a control device associated with the personal computers configured to enable buyers to alter the video data and use an associated capability to captures at least one of the video images and transmit a captured video image to another remote terminal.

150. (Currently Amended) A method for directing and exchanging on-line communications under control of one or more multiple coordinated central control stations to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the one or more multiple coordinated central control stations, buyers at a plurality of remote locations using personal computers with video capability, ~~with~~ one or more vendors in communication with the one or more multiple coordinated central control stations with a capability to electronically communicate through a public communication system, comprising the steps of:

interfacing the buyers with the one or more central control stations in communication with one or more vendors, through the public communication system;

receiving request data from the buyers, at the one or more central control stations in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the personal computer via the one or more central control stations;

Art Unit: 2614

storing at least a part of the request data from the buyers via the one or more central control stations and using at least a part of it to selectively obtain proposed data from the one or more vendors responsive to the buyers' request data;

providing access by the buyers under control of the one or more central control stations to a video memory for conveying one or more high resolution video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers;

also storing via the one or more central control stations, data relating to transactions initiated by interfaced buyers;

electronically transmitting data relating to the transaction including a number identifying the transaction after an interface between the interfaced buyer and the one or more central control stations is terminated; and

providing an additional identification number relating to the merchandise code following the receipt of the request data from the buyers.

151. (Previously Presented) A method according to claim 150, wherein in addition to transmitting an identification number, also transmitting additional data relating to the merchandise code.

152. (Previously Presented) A method according to claim 150, further comprising the step of:

providing video data from one or more memory sites associated with the one or more vendors during the course of an interface between buyers and the one or more one or more multiple coordinated central control stations based on the area of interest data.

153. (Previously Presented) A method according to claim 150, further comprising the step of:

Art Unit: 2614

providing a control device associated with the personal computers configured to enable buyers to alter the video data and use an associated capability to capture at least one of the video images and transmit a captured video image to another remote terminal.

154. (Currently Amended) A method for directing and exchanging on-line communications under control of one or more multiple coordinated central control stations to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the one or more multiple coordinated ~~central control stations~~ computers, buyers at a plurality of remote locations using personal ~~central stations~~ central computers with video capability, the one or more multiple coordinated computers in communication with one or more vendors with a capability to electronically communicate through a public communication network, comprising the steps of:

interfacing the buyers with the one or more multiple coordinated central control stations in communication with one or more vendors, through the public communication ~~system~~ network wherein at least certain buyers electronically communicate with the one or more multiple coordinated central control stations;

receiving request data from the buyers, at the one or more multiple coordinated central control stations in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the personal computers via the one or more multiple coordinated central control stations;

storing at least a part of the request data from the buyers via the one or more multiple coordinated central control stations and using at least a part of it via the one or more multiple coordinated central control stations to selectively obtain proposed data from the vendor responsive to the buyers' request data;

providing access by the buyers under control of the one or more multiple coordinated central control stations to a video memory for conveying one or more

Art Unit: 2614

high resolution video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers;

facilitating manipulation by the buyer of the video images including stored dynamic video or stored high resolution still image via a control device;

also storing via the one or more central control stations, data relating to transactions initiated by interfaced buyers; and

electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyer and the one or more multiple coordinated central control stations is terminated.

155. (Previously Presented) A method according to claim 154, wherein buyers are provided access to the video images according to a priority status.

156. (Previously Presented) A method according to claim 154, wherein buyer access is provided in accordance with a rotational order.

157. (Previously Presented) A method according to claim 154, wherein buyer access is provided in accordance with a random order.

158. (Previously Presented) A method according to claim 154, wherein the record of charges is maintained and provided upon request.

159. (Previously Presented) A method according to claim 154, further comprising the step of:

providing video data from one or more memory sites associated with the one or more vendors during the course of an interface between buyers and the one or more central control stations based on the area of interest data.

Art Unit: 2614

160. (Previously Presented) A method according to claim 154, further comprising the step of:

providing a control device associated with the personal computers configured to enable buyers to alter the video data and use an associated capability to capture at least one of the video images and transmit a captured video image to another remote terminal.

161. (Currently Amended) A method for directing and exchanging on-line communications under control of one or more multiple coordinated central control stations to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the one or more central control stations, buyers at a plurality of remote locations using personal computers with video capability, the one or more multiple coordinated central control stations in communication with one or more vendors with a capability to electronically communicate through a public communication system, comprising the steps of:

interfacing the buyers with the one or more multiple coordinated central control stations in communication with one or more vendors, through the public communication system;

receiving request data from the buyers, via the one or more multiple coordinated central control stations in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the remote location via the one or more central control stations;

storing at least a part of the request data from the buyers via the multiple coordinated one or more central control stations and using at least a part of it to selectively obtain proposed data from the vendor responsive to the buyers' request data;

providing access by the buyers under control of the one or more multiple coordinated central control stations to a video memory for providing one or more

Art Unit: 2614

high resolution video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers;

facilitating manipulation by the buyer of the video images via a control device; and

electronically transmitting data relating to the transaction including a number identifying the transaction after an interface between the interfaced buyer and the one or more multiple coordinated central control stations is terminated.

162. (Currently Amended) A method according to claim 161, further comprising the step of:

also storing via the one or more multiple coordinated central control stations, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers.

163. (Currently Amended) A method according to claim 161, further comprising the step of:

providing video data from one or more memory sites associated with the one or more vendors during the course of an interface between buyers and the ~~one or more~~ one or more multiple coordinated central control stations based on the area of interest data.

164. (Previously Presented) A method according to claim 161, further comprising the step of:

providing a control device associated with the personal computers configured to enable buyers to alter the video data and use an associated capability to capture at least one of the video images and transmit a captured video image to another remote terminal.

Art Unit: 2614

165. (Currently Amended) A method for directing and exchanging on-line communications under control of one or more multiple coordinated central control stations to accomplish communications that relate to merchandise or a service, the method involving selective interfacing of buyers at a plurality of remote locations using remote terminals with video capability, the one or more multiple coordinated central control stations in communication with one or more vendors sites with a capability to electronically communicate, under control of the one or more multiple coordinated central control stations, through a public communication system, the one or more of multiple coordinated central control stations located at one or more plural sites, the method comprising the steps of:

interfacing at least certain buyers with the one or more multiple coordinated central control stations to communicate with one or more widely distributed vendors sites;

receiving request data from the buyers at the one or more multiple coordinated central control stations, the request data entered by the buyers to indicate an area of interest on a particular merchandise or service;

receiving identification data provided by buyers from the remote terminals via the one or more multiple coordinated central control stations;

storing at least a part of the request data from at least one of the certain buyers via the one or more multiple coordinated central control stations and using at least a part of the request data to selectively obtain proposed data from the one or more vendors sites responsive to the buyers' request data, the one or more multiple coordinated central control stations providing the proposed data from the vendors sites to the buyers in accordance with at least certain stored priority designations previously accorded to the vendors and executed by the one or more multiple coordinated central control stations;

providing access by the buyers under control of the one or more multiple coordinated central control stations to a video memory wherein the video memory is configured to provide video data including dynamic video images or high resolution still or both as part of the proposed data relating to the area of

Art Unit: 2614

interest indicated by the buyers, the dynamic video images or high resolution still or both previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers; and

providing a control device associated with the personal computer configured to enable buyers to alter the video data and providing an associated capability to capture at least one of the video images and transmit a captured video image to another remote terminal.

166. (Previously Presented) A method according to claim 165, wherein buyers are provided access to the video data according to a priority status.

167. (Previously Presented) A method according to claim 165, wherein buyer access is provided in accordance with a rotational order.

168. (Previously Presented) A method according to claim 165, wherein buyer access is provided in accordance with a random order.

169. (Currently Amended) A method according to claim 165, further comprising the step of:

providing video data from one or more memory sites associated with the vendors sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

170. (Previously Presented) A method according to claim 165, further comprising the step of:

assigning PIN numbers vendors, wherein the PIN numbers are coded to indicate the specific organization that a vendor is associated with.

171. (Currently Amended) A method for directing and exchanging on-line communications under control of one or more multiple coordinated central control

Art Unit: 2614

stations to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selective interfacing of buyers at a plurality of remote locations using personal computers with video capability, the one or more multiple coordinated central control stations in communication with one or more vendors sites with a capability to electronically communicate, under control of the one or more central control stations, through a public communication system, the one or more of multiple coordinated one or more central control stations located at one or more plural sites, the method comprising the steps of:

interfacing at least certain buyers with the one or more multiple coordinated central control stations to communicate with one or more widely distributed vendors sites;

receiving request data from the buyers at the at least one ~~one~~ or more multiple coordinated central control stations, the request data entered by the buyers to indicate an area of interest on a particular merchandise or service;

receiving identification data provided by buyers from the remote locations via the one or more central control stations;

storing at least a part of the request data from at least one buyer at the one or more multiple coordinated central control stations and using at least a part of the request data to selectively obtain proposed data from the vendors sites responsive to the buyers' request data, the one or more multiple coordinated central control stations providing the proposed data from the vendors sites to the buyers in accordance with stored priority designations previously accorded to at least certain of the vendors under control of the one or more multiple coordinated central control stations;

providing access by the buyers under control of the one or more multiple coordinated central control stations to a video memory for providing stored video including one or more dynamic or high resolution still video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors and stored for subsequent viewing by interested buyers; and

Art Unit: 2614

facilitating manipulation by the buyer of the stored video data whereby the buyer can use a mouse associated with the personal computers to change the video images or highlight select areas with a cursor controlled by the mouse.

172. (Previously Presented) A method according to claim 171, wherein buyers are provided access to the video data according to a priority status.

173. (Previously Presented) A method according to claim 171, wherein buyers are provided access to the video data in accordance with a rotational order.

174. (Previously Presented) A method according to claim 171, wherein buyers are provided access to the video data in accordance with a random order.

175. (Currently Amended) A method according to claim 171, further comprising the step of:

providing video data from one or more memory sites associated with the vendors sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

176. (Currently Amended) A method according to claim 171, further comprising the step of:

providing a control device associated with each of the personal computers configured to enable buyers to alter the video data and an associated capability ~~and~~ to capture at least one of the video images and transmit a captured video image to another remote terminal.

177. (Currently Amended) A method for directing and exchanging communications under control of one or more multiple coordinated central control stations to accomplish transactions that relate to merchandise or a service, the one or more multiple coordinated central control stations linking via a communication network

Art Unit: 2614

buyers at a plurality of remote locations using personal computers with video capability, the one or more multiple coordinated central control stations in communication with one or more vendors with a capability to electronically provide data comprising the steps of:

receiving request data from the buyers, via the one or more multiple coordinated central control stations in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the remote locations via the one or more multiple coordinated central control stations when the buyers are in communication with the vendors;

storing at least a part of the request data from the buyers via the one or more multiple coordinated central control stations and using at least a part of it to selectively obtain proposed data from ~~the~~ a vendor responsive to the buyers' request data;

providing access by the buyers under control of the one or more multiple coordinated central control stations to a video memory for providing one or more video images including dynamic video or high resolution still images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers;

facilitating manipulation by the buyer of the stored video data including stored dynamic video or stored high resolution still image via a control device ~~such as a mouse~~; and

electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyer and the one or more multiple coordinated central control stations is terminated.

178. (Previously Presented) A method according to claim 177, further comprising the step of:

Art Unit: 2614

also storing via the one or more multiple coordinated central control stations, record data including a log of buyers accessing the video memory including an amount of time spent by at least certain buyers to view any stored video data, the record data provided by a vendor upon request.

179. (Previously Presented) A method according to claim 177 wherein the data relating to the transaction relates to item number data.

180. (Currently Amended) A method according to claim 177, further comprising the step of:

providing access to various different memory sites associated with the one or more vendors during the course of an interface between buyers and the one or more ~~one or more~~ multiple coordinated central control stations based on the area of interest data.

181. (Currently Amended) A method according to claim 177, further comprising the step of:

providing a control device associated with the personal computers configured to enable buyers to manipulate the control device and to captures at least one of the video images with an associated capability and transmit a captured video image to another remote terminal.

182. (Currently Amended) A method for directing and exchanging on-line communications under control of a control system to accomplish communications that relate to merchandise or a service, the method involving selective interfacing of buyers at a plurality of remote locations using remote terminals with video capability, the control system in communication with one or more vendors sites with a capability to electronically communicate, under control of the control system, through a public communication system, the communication control system comprising one or more of

Art Unit: 2614

multiple coordinated communication control systems located at one or more plural sites, the method comprising the steps of:

- receiving identification data provided from remote terminals by the buyers via the control system;

- maintaining a record of at least certain buyer communications with the control system;

- notifying buyers under control of the control system in accordance with a rotational order operation or a random operation of availability of select merchandise or services for purchase based on an area of interest stored for the buyers;

- interfacing at least certain buyers with the control system to communicate with one or more widely distributed vendors; and

- using the area of interest stored for the buyers to selectively obtain proposed data from the one or more widely distributed vendors responsive to the area of interest, the control system providing the proposed data including video image data from at least certain of the vendors to the buyers in accordance with stored priority designations previously accorded to the vendors and executed by the control system.

183. (Previously Presented) A method according to claim 182, wherein buyers are provided access to the video data according to a priority status.

184. (Previously Presented) A method according to claim 182, further comprising the step of:

- providing access to various different memory sites associated with the vendor during the course of an interface between buyers and one or more vendors based on the area of interest data.

185. (Previously Presented) A method according to claim 182, further comprising the step of:

Art Unit: 2614

providing a control device associated with the remote terminals configured to enable buyers to manipulate the control device and to captures at least one of the video images with an associated capability and transmit a captured video image to another remote terminal.

186-190. (Canceled)

191. (Previously Presented) A method according to claim 182, wherein the identification data is provided by registering via the control system.

192. (Previously Presented) A method according to claim 182, wherein the area of interest is indicated via blank forms accessed via a menu.

193. (Cancelled)

194. (Previously Presented) A method according to claim 182, further comprising the step of:

routing communication between the one or more multiple coordinated communication control systems.

2. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Stella L. Woo whose telephone number is (571) 272-7512. The examiner can normally be reached on Monday-Tuesday, Thursday-Friday, 6:30 a.m. to 3:00 p.m.

Art Unit: 2614

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Curtis Kuntz can be reached on (571) 272-7499. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Stella L. Woo/  
Primary Examiner, Art Unit 2614